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WALNUT CREEK California

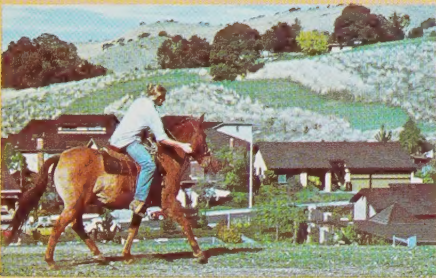
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Rudgear: A great home.



And a great deal more.



Rudgear. It's a whole new way to live. Inside and out.

The homes? Incomparable. In Rudgear, you'll discover spacious 3, 4 and 5-bedroom ranch, 2-story and split level plans, many with breathtaking views of the Contra Costa hills.

And Rudgear now offers all-new 3 and 4-bedroom patio homes, combining the charm and privacy of single-

family homes with extraordinary convenience and "carefree" maintenance.

Whichever your lifestyle, you'll enjoy luxurious all-electric kitchens, wood-burning fireplaces, huge master bedroom suites and much more.

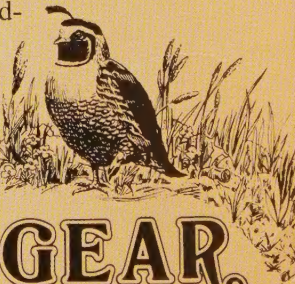
The community? Simply exceptional. This is the great escape. Gaze out over 1,800 acres of oak-studded hills



perfect for riding, hiking, picnicking. Play tennis in 16-acre Rudgear Park. Frolic in one of two private swim club/recreation centers. All just five minutes from downtown Walnut Creek, seven from BART.

Discover Rudgear soon. Take I-680 and exit east on Rudgear Road. See the model homes. Or phone 933-0755.

And get a great deal more out of living.



RUDGEAR

Whitecliff Homes

All Rudgear homes are PG&E Energy Conservation Homes

Prepared by the Walnut Creek Area Chamber of Commerce

POPULATION: Walnut Creek Postal District

1940	4,600	1970	79,110
1950	18,500	1975	93,366
1960	42,800	1976	105,000
1965	60,300	1977	96,982

POPULATION: Incorporated Walnut Creek

1940	1,578	1970	39,844
1950	2,420	1975	48,850
1960	9,903	*1976	46,034
1965	23,300	1977	47,000
		1978	48,925

POPULATION: Trade Area (C.C.C.)

1940	27,169	1970	261,239
1950	70,306	1974	287,300
1960	190,000	1975	328,874
1965	254,000	1976	350,000

ASSESSED VALUATION: City of Walnut Creek

1940-41	\$ 1,439,165
1950-51	4,803,320
1960-61	26,500,000
1965-66	57,905,630
1970-71	118,121,512
1975-76	231,797,175
1976-77	253,531,518
1977-78	267,210,091

TAXABLE RETAIL SALES: City of Walnut Creek

1950	\$ 9,522,000
1960	62,911,000
1965	104,524,000
1970	116,331,000
1974	200,551,000
1975	225,827,000
1976	282,411,000

BUILDING PERMIT VALUE: City of Walnut Creek

1960	\$ 6,200,000
1965	28,164,593
1970	20,333,095
1975	17,680,693
1976-77	43,095,527

POSTAL RECEIPTS

1940	\$ 21,720	1975	5,458,000
1950	140,932	1976	7,878,349
1960	561,000		
1965	907,726		
1970	1,790,048		

GAS METERS

August 1977	17,461
-------------	--------

ELECTRIC METERS

August 1977	22,998
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NUMBER OF TELEPHONES

Walnut Creek Exchange	
1945	1,394
1950	4,669
1960	14,489
1965	21,300
1970	32,201
1975	76,774
1976	80,458
1977	82,305

MEDIAN HOUSEHOLD INCOME: Walnut Creek

April 1975	\$17,133
June 1977	19,983

HOUSING CHARACTERISTICS

Total Housing Units 1977	27,956
--------------------------	--------

EDUCATION LEVELS

Didn't graduate from high school	6.1%
High School Only	20.9%
Some College	25.5%
College Graduate	49.4%

AGE DISTRIBUTION

Less than 18 years old	26.1%
18 to 64 years old	60.0%
Over 65 years	13.9%
Median Age	36 years

RACIAL/ETHNIC BREAKDOWN

White	96.4%
Black	.6%
American Indian	.1%
Other Latin Americans	.4%
Filipino	.2%
Japanese	.6%
Chinese	.6%
Mexican Americans	.5%
Other	.6%

RAINFALL

46 year average (per year)	19.78"
Low, 1923-24	7.10"
High, 1957-58	36.21"
Average Rainy Days	51

TEMPERATURES

Average	59.8
Average High	71.4
Average Low	46.4
Record High	114.('50)
Record Low	17.('48)
Elevation	245 feet
Square Miles	15

*Taken from the new Contra Costa County Special Census. The majority of pop. figures are from the City Budget for 1977-78.

CITY OF WALNUT CREEK SCHOOLS
Prepared by the Walnut Creek Area Chamber of Commerce

The City of Walnut Creek is serviced by four separate school districts--two unified, an elementary district to grade 8 and a high school district from grades 9 through 12. In addition, there is a Contra Costa County Community College District.

WALNUT CREEK ELEMENTARY SCHOOL DISTRICT: Grades K - 8
960 Ygnacio Valley Rd., Walnut Creek 933-1500

Buena Vista School, 2355 San Juan Ave., 934-0100
Indian Valley School, 551 Marshall Dr., 935-4150
Muirwood School, 2050 Vanderslice, 934-8282
Parkmead Elementary School, 1920 Newell Ave., 934-7257
Tice Valley Elementary School, 2071 Tice Valley Blvd., 934-2714
Walnut Heights Elementary School, 4064 Walnut Blvd., Walnut Creek 934-4636
Walnut Creek Intermediate School, 2425 Walnut Blvd., 933-7520
Parkmead Intermediate School, 1847 Newell Avenue, Walnut Creek 934-8861

ACALANES UNION HIGH SCHOOL DISTRICT: Grades 9 - 12
1212 Pleasant Hill Road, Lafayette 94549 935-2800

Del Valle High School, 1963 Tice Valley Blvd., Walnut Creek 935-6750
Las Lomas High School, 1460 S. Main St., Walnut Creek 935-4110

MT. DIABLO UNIFIED SCHOOL DISTRICT: Grades K - 12
1936 Carlotta Drive, Concord 682-8000

Bancroft Elementary School, 2200 Parish Drive, Walnut Creek 933-3405
Larkey Elementary School, 2721 Larkey Lane, Walnut Creek 934-8110
San Miguel Elementary School, 245 El Divisadero, Walnut Creek 935-1677
Valle Verde School, 3275 Peachwillow Lane, Walnut Creek 939-5700
Castle Rock Elementary School, 1975 Hutchinson Road, Walnut Creek 934-5967
Walnut Acres Elementary School, 180 Cerezo Drive, Walnut Creek 939-1333
Foothill Intermediate School, 2775 Cedro Lane, Walnut Creek 939-8600
Northgate High School, 425 Castle Rock Road, Walnut Creek 938-0900
Oak Park Elementary School, 3108 Oak Park Blvd., Pleasant Hill 934-7558
Pleasant Hill Elementary School, 2097 Oak Park Blvd., Pleasant Hill 934-3341
Pleasant Hill High School, 3100 Oak Park Blvd. Pleasant Hill 934-6746
Ygnacio Valley High School, 755 Oak Grove Rd., Concord 685-8414
Oak Grove Intermediate School, 2050 Minert Road, Concord 682-1843
Pleasant Hill Intermediate School, 265 Boyd Road, Pleasant Hill 934-8174

SAN RAMON VALLEY UNIFIED SCHOOL DISTRICT: Grades K - 12
699 Old Orchard Drive, Danville 837-1511

Alamo School (Elementary, K - 5), 100 Wilson Road, Alamo 938-0448
Monte Vista High School, 3131 Stone Valley Road, Danville 820-2900
Stone Valley School (6 - 8), 3001 Miranda, Alamo 837-3077

COUNTY SUPERINTENDENT OF SCHOOLS: 372-4121

75 Santa Barbara Road, Pleasant Hill, 94523

COLLEGES

Contra Costa College (2 years), 2600 Mission Bell Drive, San Pablo 235-7800
St. Mary's College of California (4 years, private), Moraga, CA 376-4411
J.F.K. University (4 years, private), 12 Altarinda Road, Orinda 254-0200
*Diablo Valley College (2 years), 321 Golf Club Road, Pleasant Hill 685-1230
*Los Medanos College (2 years), 2700 East Leland Rd., Pittsburg 798-3500
*(Adult Education Offered)

ADULT EDUCATION

Acalanes Adult Center 1200 Pleasant Hill Rd. Lafayette, CA 94549 935-0170	Martinez Unified School District 921 Susana St. Martinez, CA 94553 228-9443	Civic Arts 935-3300 Instructional Division City of Walnut Creek 1313 Civic Drive, W.C.
Mt. Diablo Adult School 2211 Bacon St. Concord, CA 94520 685-7340	Women's Re-Entry Program 685-1230 x. 543 (For women resuming their education after some absence from school) Diablo Valley College, 321 Golf Club Road, Pleasant Hill 94523	

1. *Chrysomelidae*
 2. *Chrysomelidae*

Welcome to Walnut Creek, Welcome to Contra Costa County

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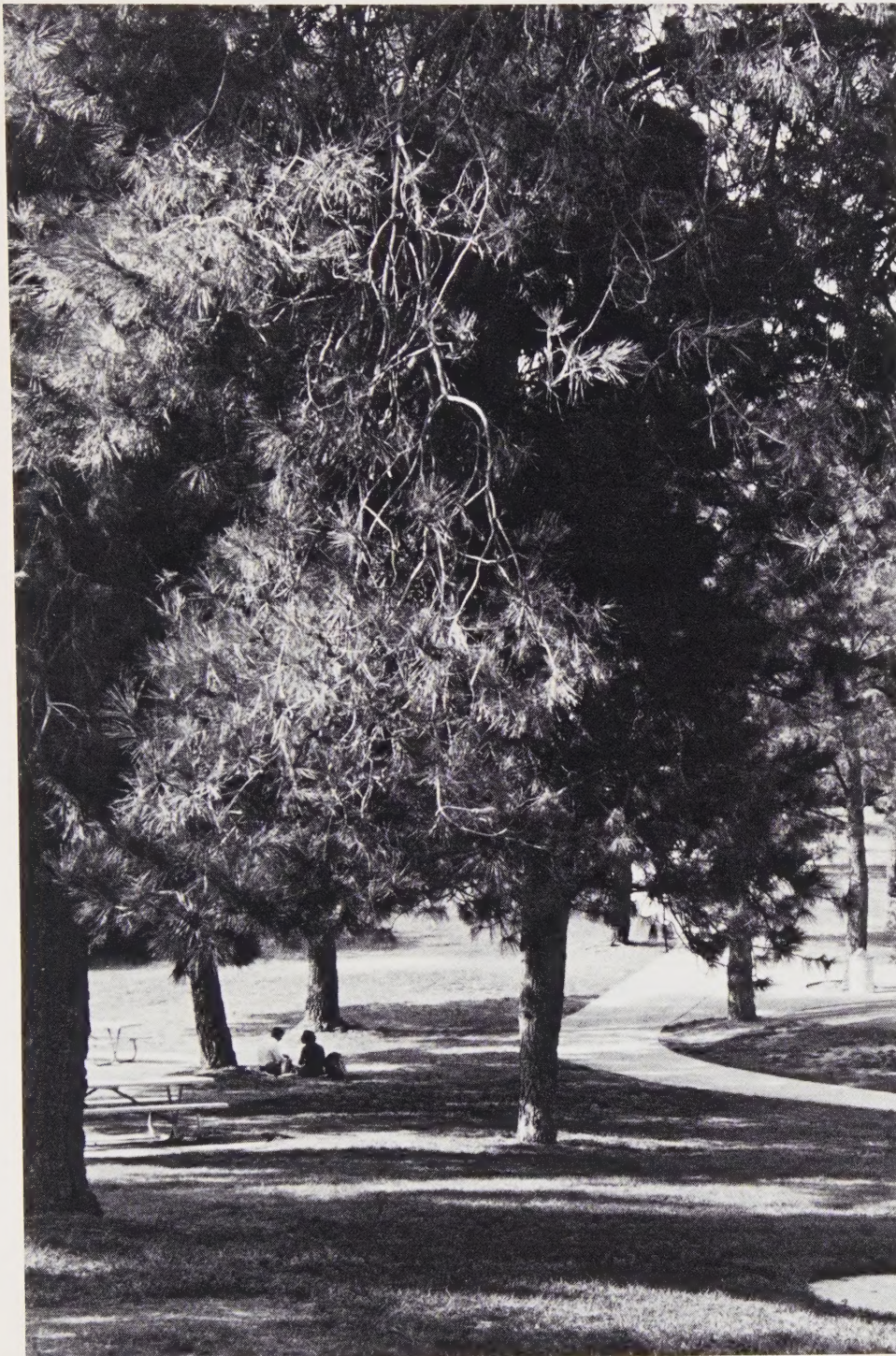
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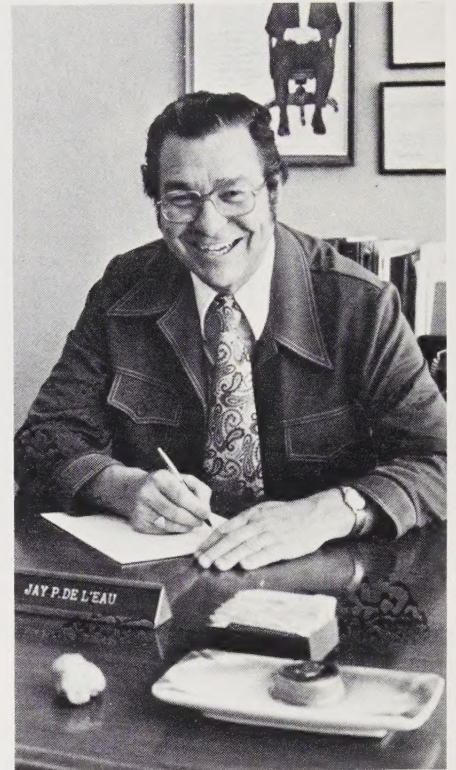
This publication is designed to serve as a guide and a welcome to our community; a welcome extended by the members of the Walnut Creek Area Chamber of Commerce on behalf of all the people of the area that we serve.

What we offer here is but an introduction — to aid you in your own exploration, to assist you in your understanding, to add to your knowledge. We hope that in time you will come to see and know more of the offerings of Walnut Creek than you will discover in this brochure.

The Chamber of Commerce is a source of information and service for the residents and visitors to the Walnut Creek area. We hope you will give us the opportunity to help you.



Larkey Park is fine for an afternoon picnic



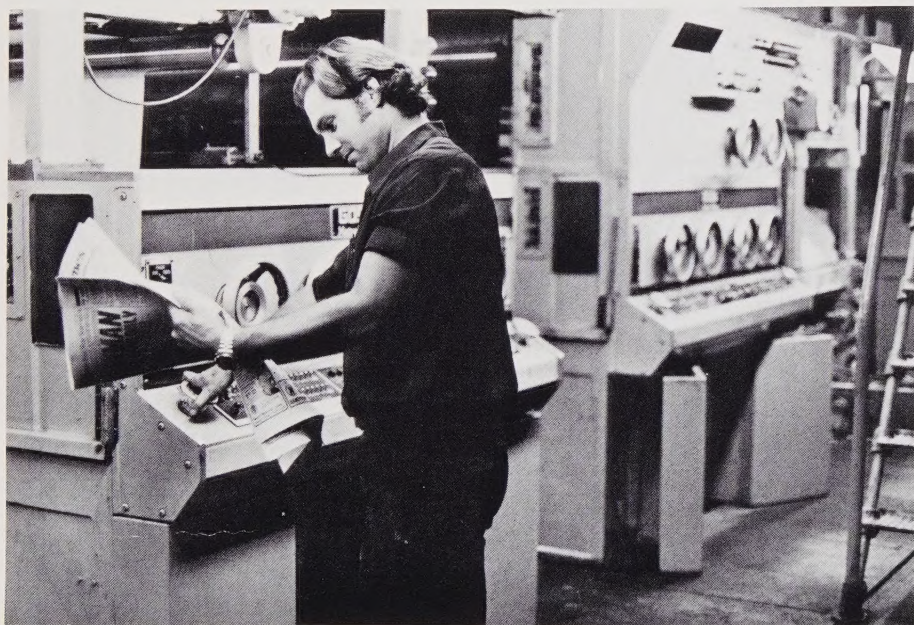
Jay P. de l'Eau
Executive Vice-President
Walnut Creek Area
Chamber of Commerce
1359 Locust Street
Walnut Creek, California 94596
(415) 934-2000

About the cover: A dramatic sunset emphasizes the serene beauty of Walnut Creek

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**THE WALNUT CREEK AREA CHAMBER
OF COMMERCE**
by
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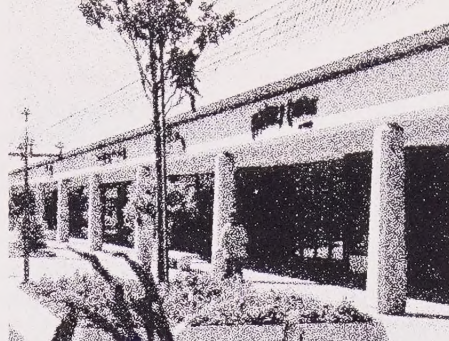
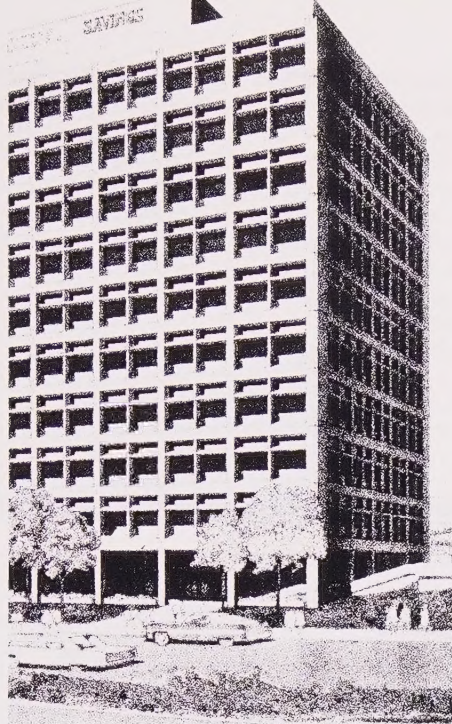


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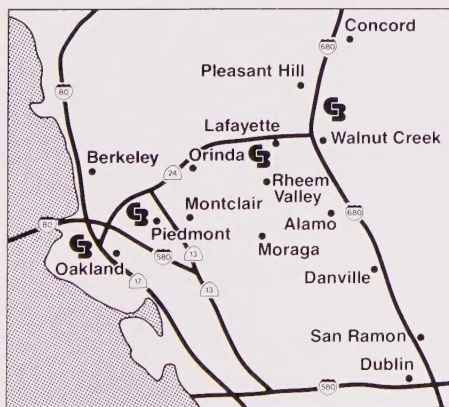
A. Printing plant technician checking the copy
B. Board of Realtors building



B



We'll put you in your place.



Your place in Contra Costa.

We know Contra Costa County. And because we know it so well, you should know about us.

Coldwell Banker provides professional, personalized assistance to put your family in a home and to put your business in a retail store, office, or industrial location. And we can finance, develop, insure, and manage that place, too. After more than 70 years in the real estate service business, we think we know all the best places.

When you need a place to call home for your family or your business, count on a **Coldwell Banker Company.**

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Commercial brokerage services: 451-7300

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Insurance brokerage services: 451-7300

Property, mortgage, life, disability, automobile, construction, general.

Real estate asset services: 788-2262

Financing, appraisal, development management, investment management, consultation, research.

Property management services: 839-6700



Coldwell Banker

In the Heart of Contra Costa County

A sophisticated system of freeways connects Walnut Creek with the Bay Area, the high country of the Sierra

Bay Area Rapid Transit (BART) whisks shoppers to Walnut Creek, transports commuters to San Francisco, and is a vital mode of transportation for a mobile community.





LESTER G. LAWRENCE & SON



The only exclusive Volvo dealer in Contra Costa, Lester G. Lawrence & Son has been serving Central California since 1921 with these extraordinary autos. In this period of time, it has established a reputation for integrity with special emphasis on good service after sales.

The service and maintenance department is well equipped with the latest parts and supplies; there is always a large staff of skilled, factory-trained mechanics on duty.

1639 N. Main St., Walnut Creek 94597
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Walnut Creek Motor Lodge

Welcome to the Walnut Creek Motor Lodge. You'll relax in an atmosphere of comfort and convenience. The 72 new, modern, soundproof units come complete with cable color TV, in-room coffee, direct-dial phones, king- and queen-size beds, and air conditioning. The ones with compact kitchen units are perfect for transferencees, who receive special weekly rates. The lodge is close to restaurants, a Gemco shopping center, and all the area's fine recreation facilities. Major credit cards are honored.

1960 N. Main, Walnut Creek 94596
(415) 932-2811



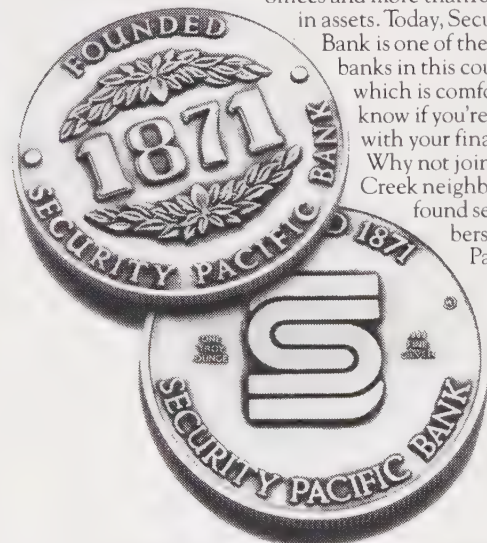
Serving All Faiths Since 1892 HULL'S WALNUT CREEK CHAPEL

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At One Location

MORTUARY CREMATORY COLUMBARIUM

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Since 1871, we've grown to over 500 offices and more than 16 billion dollars in assets. Today, Security Pacific Bank is one of the 10 largest banks in this country. All of which is comforting to know if you're trusting us with your financial affairs. Why not join your Walnut Creek neighbors who've found security in numbers at Security Pacific Bank.



SECURITY PACIFIC BANK

Walnut Creek Office
700 South Broadway

Walnut Creek...

Just the Facts

Population:

City, 48,850. Postal district, 93,666.

Median Age:

33.8.

Area:

15 square miles.

Altitude:

245 feet above sea level.

Form of City Government:

Council-manager.

Climate:

Sunny and mild. Average annual temperature ranges from 46 degrees to 71 degrees; average annual rainfall is 20 inches.

Form of County Government:

5 county supervisors elected by district/administrator.

Transportation:

Walnut Creek is hub of a regional freeway network connecting the city with San Francisco-Oakland, Sacramento, and San Jose; 30 minutes from Oakland International Airport; major bus lines; Bay Area Rapid Transit (BART).

Libraries:

Walnut Creek Public Library. Thurman G. Casey Library.

Newspapers:

Contra Costa *Times*, Oakland *Tribune*, San Francisco *Examiner*, San Francisco *Chronicle*, Tri-Valley News.

Public Utilities:

East Bay Municipal Utilities; Pacific Gas and Electric Company; Pacific Telephone Company.

Hospitals:

John Muir Memorial Hospital and the Kaiser Foundation.

Churches:

75 houses of worship of all denominations.

Financial Institutions:

21 full-service banks; 16 savings and loans.

Fraternal and Service Organizations:

500 in the area.



A



C
6

- A. Construction is always going on in Walnut Creek
- B. Pacific Gas and Electric's experiment in home construction utilizing solar energy — the wave of the future
- C. A scientist at Del Monte checking figures



- RESIDENTIAL
- INVESTMENT
- NOTARY

- RANCHES
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- APPRAISALS

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(New Location)
Clayton Valley Shopping Center
Corner of Ygnacio & Clayton Rd.

2917 Ygnacio Valley Rd.
Walnut Creek, Calif.
935-6500

GW



Great Western Savings and Loan Association

"Exactly the right place for your savings," the Walnut Creek office of Great Western Savings and Loan Association marked its \$100-million mark in savings with the opening, in 1977, of a full-service facility at 1501 Mount Diablo Boulevard. The 14,000-square-foot, two-story structure of mission tile and brick combines the services of the savings facility formerly located at 1401 Mount Diablo Boulevard and the lending office at 1381 Locust Street. Why not stop by and meet the friendly people at Great Western. They are very well qualified to serve you!

We're giving you more. And there's more to come.

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(415) 934-9311

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Give us an empty room, and we'll custom-make the perfect office for you. Desks, chairs, filing cabinets — new or used; rented, leased, or sold. We have a complete line of electronic calculators to handle your most complex business problems simply and efficiently. We

carry name-brand typewriters, electric, portable, or standard.

General Office Equipment Company has been providing modern equipment and ideas for Contra Costa business for over 25 years, yet we have a young and aggressive management to help you solve

your problems. Call on us today.

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five/three
financial corporation



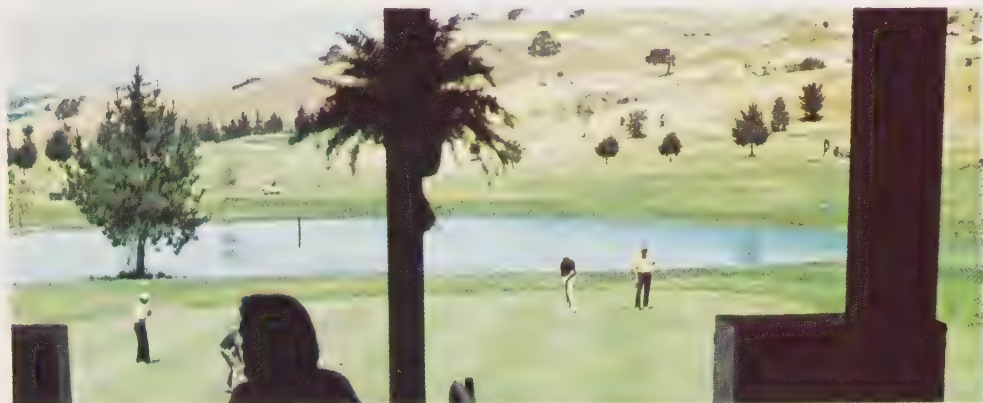
We are very proud of our apartment complexes and our "pride of ownership" shows. Each complex is unique; all are beautifully landscaped with well maintained mature trees and shrubs. Our managers are congenial and professional. The apartments are large, feature shag carpets, decorator wall coverings, drapes, all electric kitchens, and are air-conditioned. Depending on the

lifestyle you are seeking, you will find such additional amenities as recreation rooms, swimming pools, saunas, jacuzzis, billiards, wet bars, TV and fireplace lounges.

Five/Three Financial Corporation
1990 North California Boulevard
Walnut Creek, Ca
(415) 937-5301

A Gem of a City, Rich in Ambience

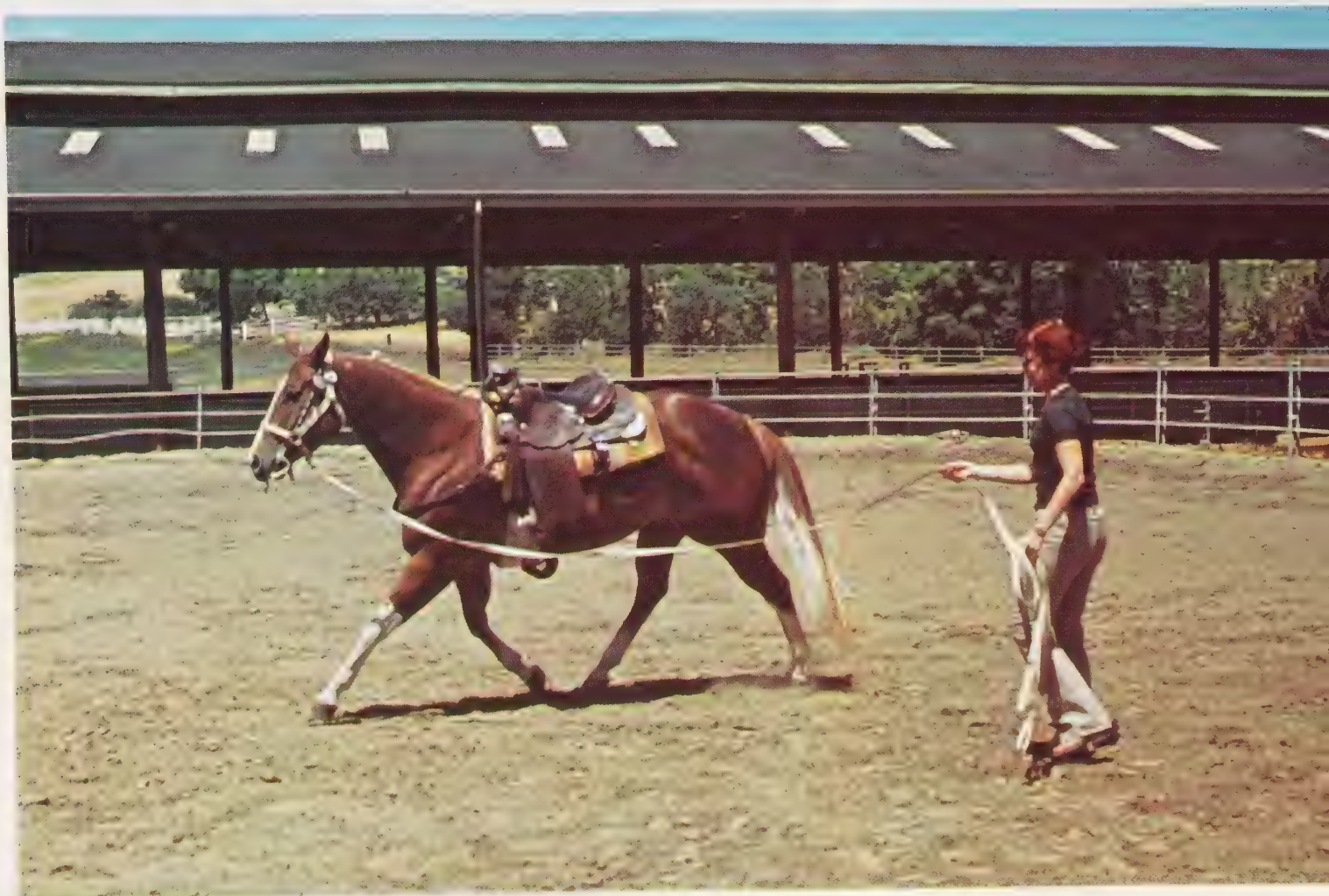
The unspoiled majesty of Mt. Diablo stands as a sentinel to the grassy, flower-filled valley that is the setting for the jewel-like city of Walnut Creek. The mood of the mountain peak appears to reflect the mood of the community: constantly changing, never dull, often breathtakingly colorful. That other city — the Paris of the West — San Francisco lies just 25 miles away, but its magnetism and cosmopolitan aura affect Walnut Creek in diverse ways. It is this unique blend of natural beauty, sophistication, and worldliness that gives Walnut Creek its rich ambience.



A



- A. Luncheon guests have a fine view of the golf course
- B. Mt. Diablo in the background overlooking Walnut Creek
- C. Equestrian activities are quite popular in this area



C

Dwellers in this special city are proud of their roots — some extending back several generations; others newly implanted. But all have one thing in common: a strong desire to make their community a special place, to keep its growth directed, and to preserve and protect the environment. Perhaps this strong conservation ethic is one of the most important factors in the development of this community. Outdoor living is a year-round experience. Tennis and golf reign. Solitude and communion with nature are just across the rise.

This preferred East Bay community is

rich in living on every level. Homes provide every amenity imaginable. A wide variety of leisure activities and civic involvement is balanced by a strong arts program. Shopping is the finest in all Contra Costa County. Young and old segments of the community make their own special contributions to the well-rounded city.

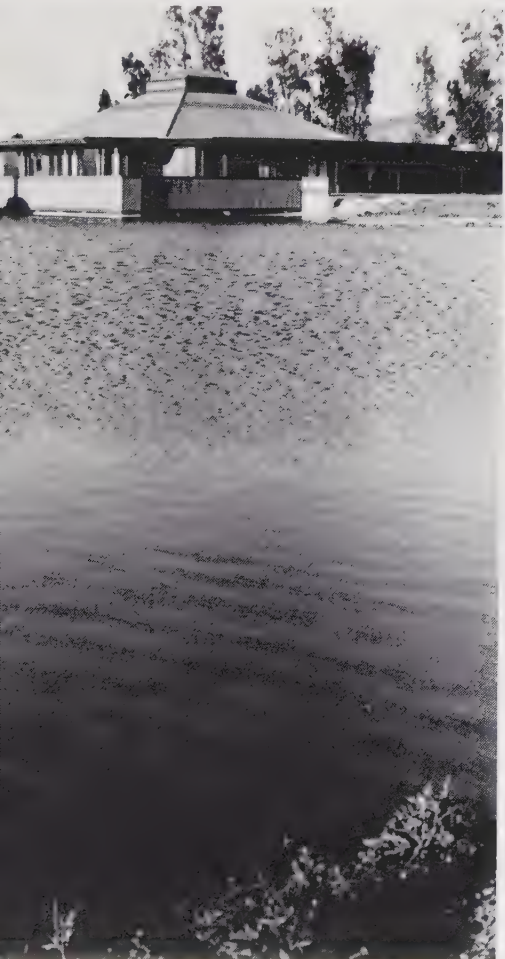
Walnut Creek's weather is something to brag about. Because of its close proximity to the San Francisco Bay and Sacramento and San Joaquin rivers, Walnut Creek has a mild climate, even in winter. Summer daytime temperatures

average 87 degrees, cooling in the evening to make this an ideal environment for both indoor and outdoor living. Even on the hottest days, cool ocean breezes find their way to Walnut Creek by late afternoon. Mt. Diablo acts as an excellent weather barometer.

Sunshine in Walnut Creek is abundant, shining 85 percent of the time in summer and fall and 72 percent of the time in winter, making this a delightful place in which to live and work.

Historically Speaking

Walnut Creek's first known inhabitants were the Bolbones Indians related to the



Miwuks of Central California. The first white men to see Contra Costa County traveled along the east shore of San Francisco Bay to Walnut Creek in 1772. In 1806, Lieutenant Gabriel Moraga was sent to Contra Costa to subdue the Indians living at the foot of Mt. Diablo.

Walnut Creek was at the junction of several great Spanish ranchos involved in cattle raising. In 1837 Americans began arriving in Contra Costa. The first house was built just north of Walnut Creek near what is now known as Las Trampas Creek, in 1849. Shortly after, a hotel called the Walnut Creek House

was opened along with a store and a blacksmith shop. In 1859 Homer Shuey laid out the town north of Walnut Creek bend along its north course. Soon the town began to grow, and new settlers continued to arrive. The year 1860 saw the community officially called Walnut Creek with the establishment of a U.S. Post Office.

In 1849 the Gold Rush was on, and Contra Costa was in its path. The gold miners passing through, via San Francisco, demanded wheat. Thus Ygnacio, San Ramon, and Amador valleys became the Bread Basket of the

Bay, and wheat replaced cattle. New sources of grain, coupled with irrigation encouraged farmers to try more intensive crops like fruit and nuts. Soon the landscape changed from the gold of wheat to the green of orchards.

Between 1890 and 1914, roads, highways, and a tunnel aided the flow of increasing traffic. Soon the Southern Pacific Railroad added an important facet to transportation, and, in January, 1909, the Commuter line was added, linking Contra Costa with the Bay Area.

1914 marked the year that Walnut Creek incorporated as a municipality. Through the years, the community continued to prosper and grow, and by 1945 Walnut Creek established itself as an important shopping district. A major part of the city's development took place during the 1960s, when the population rose rapidly, and the city's boundaries grew from 5-1/2 to almost 15 square miles.



D



E

- A. Ceramics on sale at the local art museum
- B. Heather Farms Tennis Shop
- C. Arts and Crafts springtime festival
- D. Shadylands Museum
- E. Old bridge over Walnut Creek
- F. Busy freeway connects Walnut Creek to San Francisco



F

Our 30th Year of Service to Contra Costa



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BUICK ■ OPEL KADETT

For over 17 years, Gene Hagen Buick has served the central Contra Costa Area for both sales and service of new and used cars. Over 10,000 automobiles have been sold by this dealership and in 1976 they received the highest honor of all — not one customer complaint was received by Buick Motors Division over

the entire year.

Factory-trained mechanics, personalized service by people who want to sell you all your cars, and soon a third generation of Hagens to help serve you — all contribute to making Gene Hagen Buick your automotive headquarters in Walnut Creek.

Whatever your needs, new, used, buy, sell, lease, parts, or service, go where the reputation and record are the finest — Gene Hagen Buick.

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If you're finding the problems of maintaining a home too much to bear, consider the advantages of Montego Heights retirement living.

- 201 unfurnished studio apartments with kitchenettes—for single or double occupancy
- Monthly rent includes 3 meals a day, maid and linen service
- Individual climate controls
- Private patio or balcony
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- Full program of activities
- 24-hour security
- Bus service to BART, shopping, parks
- Adjacent to hospitals, medical offices
- No financial investment

For more information write or call



1400 Montego
Walnut Creek, CA 94598
(415) 938-6611

WM F ANDERSON REALTOR



THE GALLERY OF HOMES

"We Bring People Home."

**2051 Mt. Diablo Boulevard
Walnut Creek, Calif. 94596
(415) 934-9321**

Dedicated to the Needs of the Community

People are the most important natural resource in Walnut Creek. That is why the community is dedicated to providing the very finest in health care, spiritual enrichment, communication, and other important services that contribute to a rich life-style.

A center for doctors in the county, Walnut Creek is headquarters for outstanding health services. The residents are justifiably proud of John Muir Memorial Hospital, named for the famed naturalist and conservationist who spent his last 34 years just a few miles from the hospital site. The hospital



A



B



C

- A Shuttle bus for quick rides downtown
- B Our up-to-date library
- C John Muir Memorial Hospital
- D City Hall
- E Religion plays its important part in our community at St. Stephen's Church
- F Walnut Creek boasts its own BART station, just minutes away from busy San Francisco

and its namesake's philosophy are parallel — concern for the preservation and conservation of life. From a 50-bed hospital in the 1950s, John Muir Memorial has evolved into a 262-bed, nonprofit community hospital with a staff of approximately 400 physicians, dentists, and affiliates.

The Kaiser Hospital, with more than 200 beds, provides a complete medical-care program for its members. Both Kaiser and John Muir offer specialties including allergy, anesthesiology, dermatology, general practice, internal medicine, neurology, obstetrics,

ophthalmology, orthopedics, radiology, and nuclear medicine, surgery, thoracic-vascular surgery, urology, 24-hour emergency service, and complete programs of health education for the public. Dental specialties represented are oral surgery, pedodontics, periodontics, orthodontics, and general dentistry.

An outstanding team of men and women work together at both facilities to provide high-quality patient care. Special facilities include cardiac care, definitive care, intensive care, pediatrics/young adults, respiratory

care, social services, ambulatory care, electrophysiology, laboratory and pathology, physical therapy, and a host of other fine services and systems that help promote optimum efficiency and provide a well-rounded program of community health care.

Completing Walnut Creek's health-care picture are several medical complexes including a minihospital for minor surgical procedures, the Walnut Creek Hospital, a psychiatric/alcoholic/drug-abuse facility, convalescent hospitals, a 24-hour ambulance service, a viable paramedics program, and many volunteer programs in health-oriented fields.

Further enhancing the community services of Walnut Creek are more than 75 houses of worship of all denominations, a radio station (KKIS/KDFM), and a local cable-TV station (channel 6), which covers local events. Major television programming originates from San Francisco, Oakland, and Sacramento stations via optional cable services. An important Youth Employment Service supported by the community is dedicated to finding jobs for young people.



D



E



F



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The Flourishing East Bay Marketplace



A



B

A glittering array of exciting merchandise has been carefully gathered from the corners of the earth for the major department stores, small boutiques, and specialty shops of Walnut Creek to create an exciting marketplace. The special mix of contemporary fashion leadership, quality merchandise of every kind, and highly personalized service has established Walnut Creek as the hub of East Bay shopping. There is no reason for the consumer to venture outside the area, because retailers here carry virtually everything that can be found.

Walnut Creek is the ultimate in shopping whether you choose the 59-store Broadway Plaza Shopping Center or Main Street and its arteries. Here you'll find a wealth of shopping in stores brimming with high-fashion merchandise, fine jewelry, outstanding home decor, gourmet foodstuffs, wine and cheeses, books, and more. In addition, service shops do everything from repairing shoes to grooming pets.

The independent shop owners and the management of the major department stores are vitally involved in community affairs and provide many fine community services. The delightful village atmosphere enhances the charm of shopping in Walnut Creek. The BART shuttle loops around the area bringing local and BART commuters here to shop.

The highly successful concept of neighborhood centers has produced five handsomely designed shopping complexes to serve regional needs. They are the Encina Grande Center, Countrywood, Ygnacio Valley Plaza, the Palos Verde Center, and Rossmoor Shopping Center.

Property taxes on business in tandem with the sales taxes generated by retail business constitute over half the city's revenues.

The level of sophistication in retailing continues to keep pace with the affluent market area. One need not leave the area to buy famous works of art, luxury cars, boats, or Paris originals.

- A. *Anything you might need in our downtown area*
- B. *Parking the kids at luxurious Countrywood Shopping Center*

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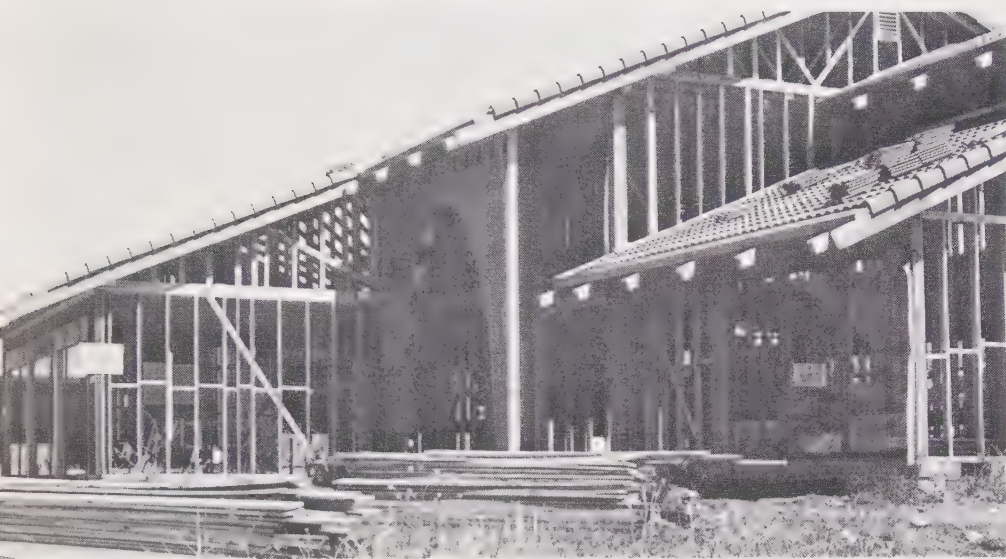
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Dynamic Headquarters for Business



A

B



Contra Costa County is not a collection of bedroom communities. The 70-mile-long shoreline is home for the giants of American industry. A third of all of California's shipping comes to these ports, more than Oakland and San Francisco combined. This is a strategic jumping-off point to the markets of the Far East and Central and South America.

This is where modern industry gets it all together. Agriculture still produces over \$30 million a year from the rich delta soil. High cash crops such as asparagus, walnuts, lettuce, tomatoes, melons, almonds, and pears comprise the harvest.

But people are still the biggest business. That is why Walnut Creek has become a financial center with a broad range of banks and financial institutions. Corporations looking for a new home choose Walnut Creek for its excellent tax base, beautiful location, and high standard of livability.

Today such companies as Safeway, Del Monte Foods, Dow's Western Division, Varian Aerograph, Montgomery Ward's Western Headquarters Service Center, Red Carpet Realtors National Headquarters, Hartford Insurance, Interland, Jacuzzi World Headquarters, Pacific Intermountain Express Computerized Traffic Center, and many more call Walnut Creek home. A number of these firms rub shoulders in the "think center," Shadelands Park, a site for research and development, as well as administrative headquarters.

The city of Walnut Creek is planned to incorporate business and commerce, light industry, research and development, and residential categories. All are carefully outlined in the long-range General Plan for City Development. This plan also provides open space for light and air, for fire prevention, and for recreation. It plans for long-range public and private transportation.

Criteria for orderly development has been established, and when these specific requirements have been met, a high standard of total community development will be the result. Walnut Creek will continue to enjoy many economic and social advantages, and land values will remain stable.

- A. *New homes are always being built in this area*
- B. *Security Bank Building boasts a unique brick architecture*



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A Kaleidoscope of Opportunities



Sculpture by Benny Buffano celebrates children

Stimulate your mind. Fire your imagination. Get involved! Walnut Creek is the bright spot in the county with a diversity of involvement opportunities that simply boggles the mind. If civic endeavors appeal to you, be appointed to a city commission. Ask about the Heritage Tree program. Make yourself aware of the bright, concerned leadership of this community that has enacted a \$6-million bond for permanent open space — with more to come.

Call the Volunteer Bureau for direction in volunteerism at the hospitals, the Assistance League, the beautiful Shadelands Ranch Historical Museum, the Therapy Center and its popular Terrace Tea Room, and a host of other opportunities.

Stop in at the Alexander Lindsay, Jr., Nature Museum. You won't be able to tear yourself away. Become a volunteer or a docent for this unique, nationally recognized science center with its hundreds of volunteers, varied activities and programs, and extensive collection of live animals. It provides the community with a greater understanding and awareness of their environment and natural heritage.

An Unusual Program in an Unusual Community

A deep and abiding love of the arts is evidenced through the Walnut Creek Civic Arts Program, a major force in the cultural life of the Bay Area. It has been responsible for arts programs of international stature, independent programs of excellence, and the stimulus for involving a broad, regional public of all ages in its instructional and audience-development programs. The Civic Arts Department sets the cultural pace of the community in three broad areas: community arts education, performance, and exhibition. A talented and capable staff is backed by a strong and dedicated cadre of volunteers from throughout the county.

The Arts Education program offers regularly scheduled classes in dance, ceramics, design, graphics, jewelry, painting, textiles, and much more, including special children's programs.

The Civic Arts Theatre is home of the Diablo Symphony, an 80-piece orchestra recognized by many as one of the most outstanding community symphonies in Northern California, Contra Costa Musical Theatre, and the Diablo Light Opera Company, in addition to numerous other community performance activities. The Civic Arts Repertory program presents major productions each year, and the Young Rep productions are operated for young people from 11 to 17. A popular ongoing activity is the monthly "Brown Bag" lunchtime concerts featuring everything from bluegrass and ragtime to Beethoven sonatas and opera highlights.

The Exhibition program is the largest

A KALEIDOSCOPE OF OPPORTUNITIES

museum/gallery facility between the Bay Area and Sacramento and features some 10 to 14 major shows each year. The Art Gallery offers works of local and regional artists for sale and rent as well as providing gallery tours.

Accumulative participation in the Civic Arts activities is over 150,000 annually. The city currently is exploring plans for expansion and enlargement to serve regional needs and further enrich the lives of midcounty residents.



The Alexander Lindsey, Jr., nature museum



Civic Center, North Main Street

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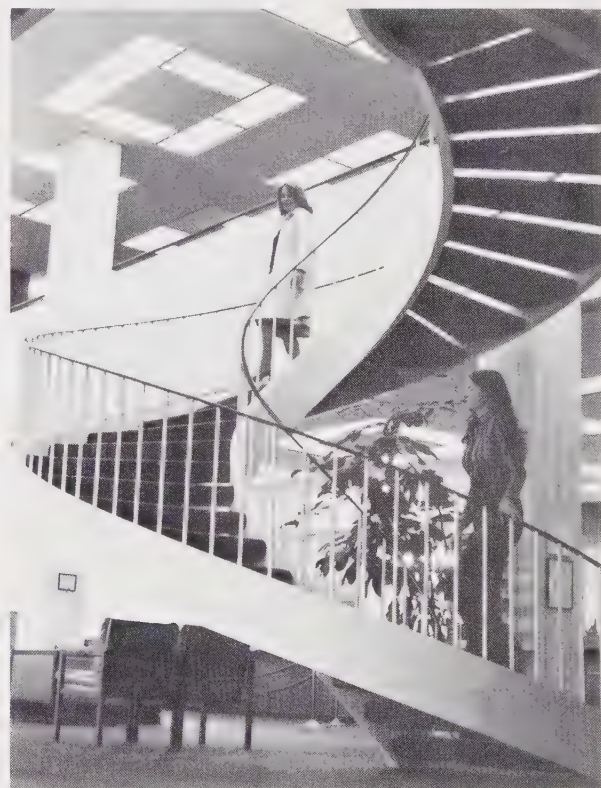
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Home Styles — a la Walnut Creek



A

Here, in the middle of the fifth-fastest-growing area of the United States, is some of the most beautiful countryside under the sun! Contra Costa is the fourth-most-affluent county in California, so it is no wonder this is reflected by a dazzling array of custom and tract homes. They run the gamut in styles, range from an average of \$60,000 well into the hundreds of thousands, and usually provide nearby amenities like stables, tennis courts, pools, and more. More than a million dollars of real estate is sold in Walnut Creek each month.

Townhouses, condominiums, and apartments are an alternate home style that is fast becoming a trend, and a fine selection of all three is available to suit most pocketbooks.

The retirement community of Rossmoor, with nearly 8000 residents and an average age of 69, is an important part of this multifaceted city. This virtually self-sufficient community of townhouses, condominiums, and clustered apartment complexes maintains its own bus system, clinic, library, newspaper, and recreational program.

Can there be any doubt? When you choose Walnut Creek, you've chosen one of the most desirable spots to live in the entire Bay Area.

- A. *A beautiful house tucked away in the Walnut Creek hillside*
- B. *Townhouses feature their own golf course*



B



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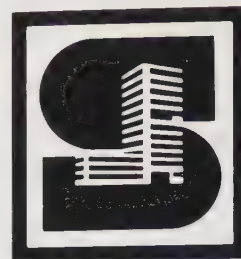
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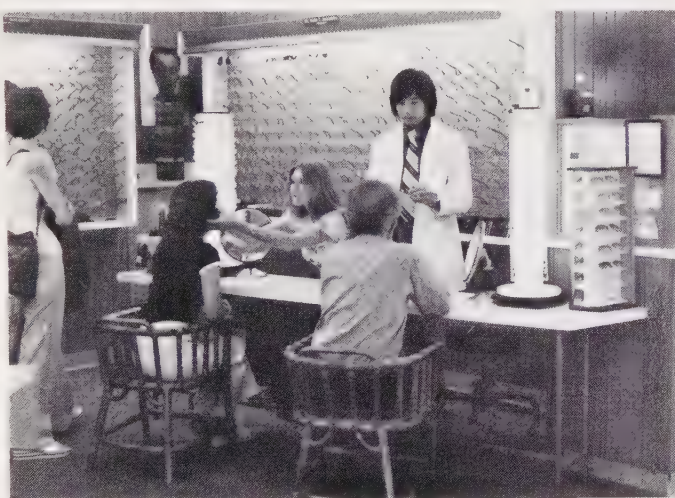
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The students in Walnut Creek participate in a number of exceptional programs, including the Early Childhood



The exquisite campus of St. Mary's College

Education program for grades kindergarten to third; the Mentally Gifted Minor program, a comprehensive cluster of fine arts, social studies, math, and science classes; and an exciting pilot program, the Bay Area Writing Project. This three-year program teaches new approaches to writing techniques.

The Contra Costa Comprehensive Plan for Special Education is a state program that combines the work of educators, specialists, physicians, and parents in a team effort to meet the needs of all exceptional children. The emphasis in the Walnut Creek Program

is the placement of pupils in programs most appropriate to their needs. Whenever possible, students remain and are integrated into regular classrooms. Fine private schools are also available.

The youth of Walnut Creek have rich opportunities in furthering their education. The spectrum runs from the superb Diablo Valley Community College and Los Madanos to major universities within close proximity — University of California at Berkeley, University of California at Davis, Sonoma State University, Stanford, St. Mary's College, Hayward, John F. Kennedy

University, University of San Francisco, San Francisco State, Golden Gate University, San Jose State, and Santa Clara University. All types of degrees from Associate in Arts to doctoral degrees in every field are available to students.



Las Lomas High School

Saint Mary's College of California

Saint Mary's College of California, dedicated in 1863, has been operated by the Brothers of Christian Schools since 1868 and located in the East Bay since 1889, when it moved from San Francisco to Oakland. 1977 is a special year for the College, for it was 50 years ago, in 1927, that the College moved from Oakland to its present site in Moraga.

In 1970 Saint Mary's abandoned all-male status and now includes some 500 women in the 1,200 member student body.

The College offers 22 majors through three schools: Liberal Arts, Economics and Business Administration and Science. Several Masters programs are also offered.

Saint Mary's is one of only three colleges in the country to offer a program of study based entirely on the Great Books. The Integral Curriculum of the Liberal Arts, as it is called, also spills over into the World Classics courses — a hallmark of the College since 1941 — which all students take.

Saint Mary's faculty is composed of more than 70 secular instructors and Brothers of the Christian Schools.

Intercollegiate sports at Saint Mary's College include: football, basketball, soccer, rugby, baseball, track, tennis, crew and golf. Gymnasium space for basketball, volleyball and other sports is provided. There are also six tennis courts, football and baseball fields, soccer and rugby pitches, volleyball courts, a cross country course and an indoor swimming pool on campus.

Construction of several new buildings, including the 4,500-seat Brother Albert Rahill Activity Center, has brought modernization to the physical facility of the College. The new buildings constructed since 1968 represent over \$10 million raised through the efforts of alumni and friends of the College.



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Through the city's Leisure Services Department, a fine system of neighborhood parks is developing, enhanced by a well-rounded schedule of classes and recreational programs. Larkey Park with its fine swim facilities is the site of a strong AAU swim



A



B



program, including a synchronized swim team. Senior citizens have worked with community leaders to shape a fulfilling and active calendar of classes, social functions, and excursions in which hundreds of area residents participate.

The Walnut Creek Municipal Golf Course, Boundary Oak, is considered to be one of the finest in Northern California. Adjacent to the handsome Boundary Oak Clubhouse and Restaurant, the golfing facilities are superb. Two other public 18-hole courses and six private 18-hole courses provide for the golfing needs of the

community. The city has a total of 32 public tennis courts, and there are many private tennis clubs in the area.

The natural beauty of Heather Farms Park is the first thing that strikes a visitor. The picture-perfect setting, the lakes with exotic birds, the fit and tanned people strolling slowly, and the serenity belie the tremendous amount of activity that constantly is taking place here in the city's largest park facility.

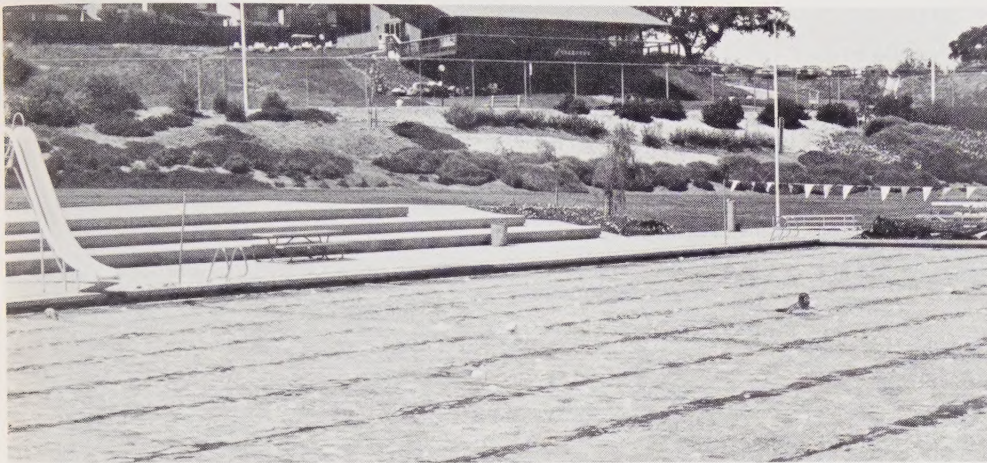
This 90-acre park has playgrounds, 10 tennis courts, a pro shop, community center, concession stand, two lakes (one for wildlife; the other for boating and

fishing), two softball fields, a baseball diamond, a swim center with three pools (one a 50-meter Olympic pool), and an equestrian center.

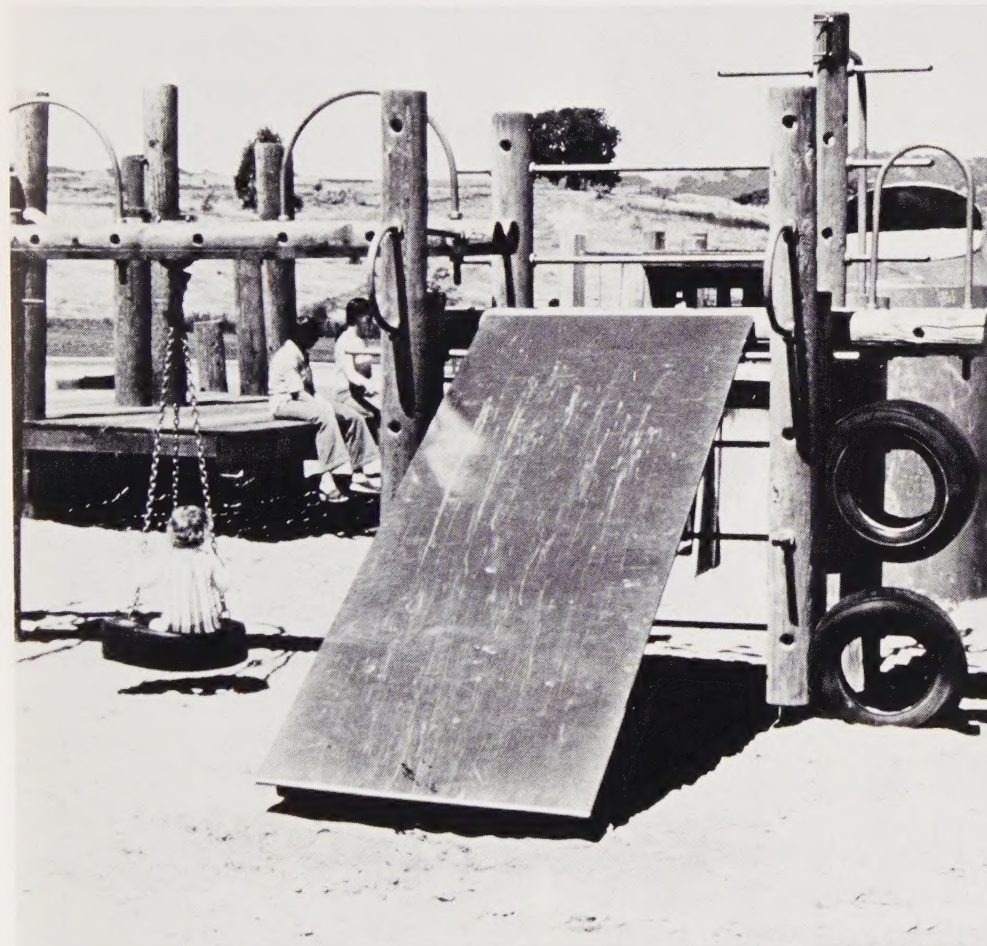
Since Walnut Creek boasts the third-largest per-capita horse population in the nation, it is no wonder that riding is one of the most popular leisure activities here. Many owners of miniranches have their own horses. Other horse-fanciers use one of many stables and ranches around the area. Mt. Diablo State Park provides numerous picturesque riding trails.

The park has arranged clusters of inviting picnic areas and attracts nature-lovers of all ages with its fascinating nature trails and interesting rock formations. Shell Ridge abounds with fossils that provide evidence of the time when the region was below sea level.

Here, amidst softly rolling hills dotted with ancient oaks, is a climate perfect for outdoor living and a life-style reflected in the relaxed, tanned faces of the people who proudly call Walnut Creek "home."



D



E



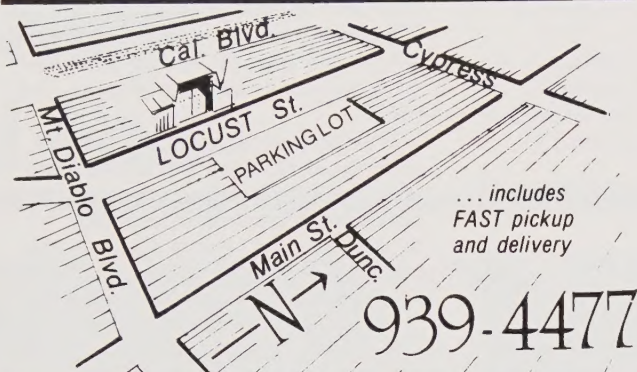
F

- A. "The Ladybugs" vs. "George's Girls" — heated competition in a ladies softball match
- B. Tennis is popular all year round
- C. Boundary Oaks Municipal Golf Course
- D. Our Olympic-size pool is busy all summer
- E. Toddlers are not neglected in Walnut Creek
- F. A fine exhibition of photographs at the Civic Arts Center

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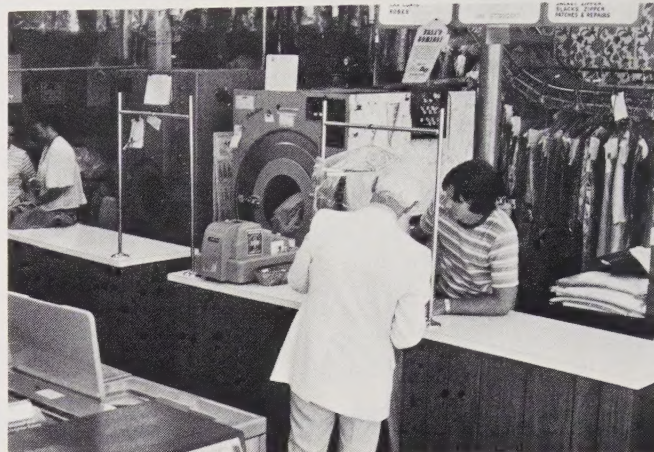
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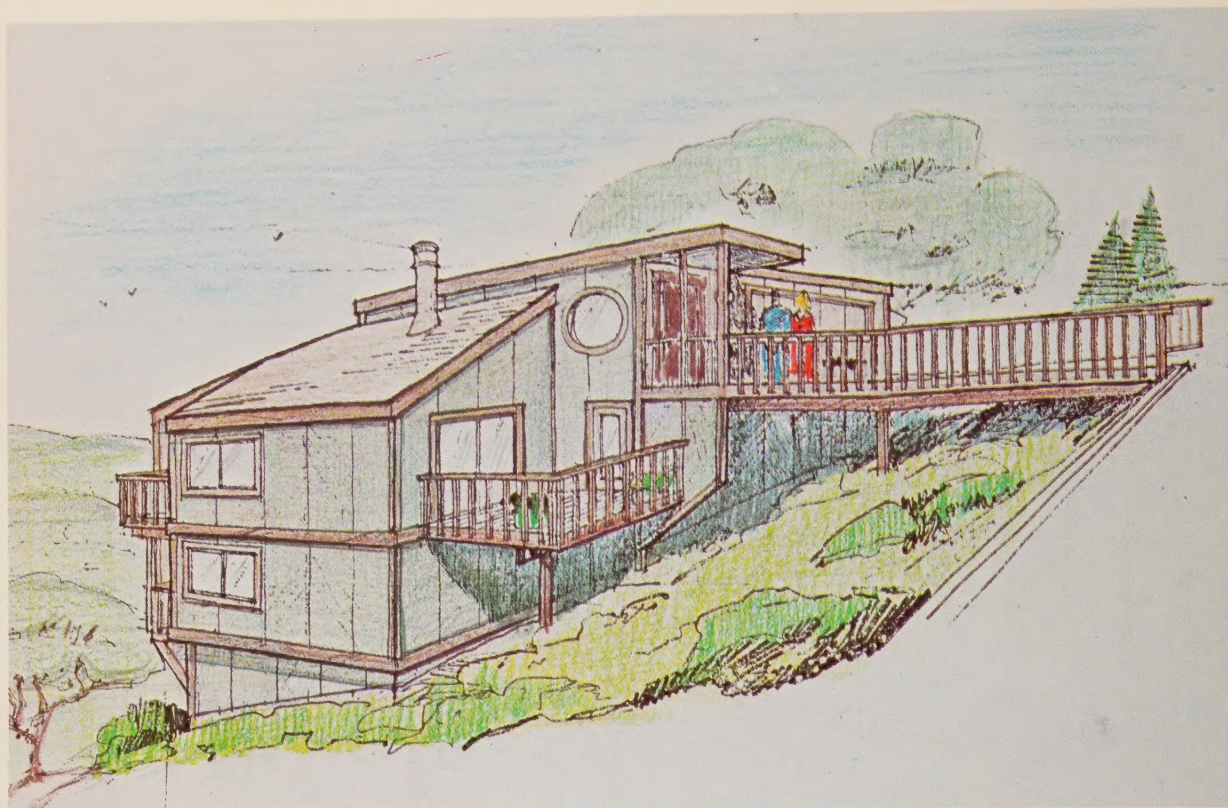
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